CLAIMS

We claim:

1.   A method of providing a real time interactive environment, over the Internet,
between an agent of an online retailer and a client, comprising:

      creating images of a product of the online retailer, the images including at least
one of a panorama view image, a 3-D movie image and a magnified image frame;

      providing call center services for real time, bi-directional communication between
the agent and the client,

      combining the product image with recorded voiceover, the voiceover further
describing the product;

      pushing onto the client computer an alternative product, wherein the agent and the
client view the alternative product simultaneously;

      receiving client input; and

      providing a web server for hosting the created image of the product of interest and
hosting the call center.

2.   The method of claim 1 wherein the client input include a product purchase order.
further comprising:

3.   The bi-directional communication means of claim 1 comprising one of voice chat,
text chat, voice email, text email, group chat and shopping cart.

4.   A method of providing a real time interactive environment, over the Internet,
between an agent and a client, comprising:

      creating images of a product, the images including at least one of a panorama
view image, a 3-D movie and a magnified image frame;

      providing a call center services for real time, bi-directional communication
between the agent and the client,

combining the product image with recorded voiceover, the voiceover further describing the product;

pushing onto the client computer an alternative product, wherein the agent and the client view the alternative product simultaneously; and

receiving client input.

5. The method of claim 4 wherein the client input include a product purchase order. further comprising:

6. The bi-directional communication means of claim 4 comprising one of voice chat, text chat, voice email, text email, group chat and shopping cart.

7. A method of creating a panorama image comprising:
obtaining digital photos from an image source;
stitching digital photos to create a panorama image;
compressing the panorama image;
recording voiceover related to the panorama image; and
associating the panorama image with a call center module, wherein the call center provides bi-directional, real time communication between an agent and a client viewing the panorama image.

8. The method of claim 7 providing communication means including one of: voice chat, text chat, voice email, text email, group chat and shopping cart.

9. The method of claim 7 further comprising:
adding embedded text to the panorama image.

10. The method of claim 7 further comprising:
adding magnifier view to the panorama image.

11. The method of claim 7 further comprising:

creating a thumbnail view to the panorama image.

12. The method of claim 7 further comprising:

performing at least one of cutting, cropping, adjusting color and resizing the panorama image.

13. A method of creating a 3-D movie comprising:

obtaining a plurality of digital photos from an image source;

combining the plurality of digital photos to create a 3-D movie;

compressing the 3-D movie;

recording voiceover related to at least one frame of the 3-D movie; and

associating the 3-D movie with a call center module, wherein the call center provides bi-directional, real time communication between an agent and a client viewing the 3-D movie.

14. The method of claim 13 providing communication means including one of: voice chat, text chat, voice email, text email, group chat and shopping cart.

15. The method of claim 13 further comprising:

adding embedded text to the 3-D movie.

16. The method of claim 13 further comprising:

adding magnifier view to an image frame of the 3-D movie.

17. The method of claim 13 further comprising:

creating a thumbnail view to the 3-D movie.

18. The method of claim 13 further comprising:

performing at least one of cutting, cropping, adjusting color and resizing the 3-D movie.

19. A method of creating a magnified view of an image comprising:

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5   obtaining a digital photo from an image source;

         obtaining a user input defining a background image size and a magnified image

size;

         creating a magnified image corresponding of at least a part of the background

image frame;

10   combining an image file comprising of the magnified image and the background

image with recorded voiceover; and

         associating the image file with a call center module, wherein the call center

provides bi-directional, real time communication between an agent and a client

simultaneously viewing the image file.

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20.   The method of claim 19 providing communication means including one of: voice

chat, text chat, voice email, text email, group chat and shopping cart.

21.   The method of claim 19 further comprising:

20   adding embedded text to the magnified image.

22. The method of claim 19 further comprising:

         creating a thumbnail view to the magnifier image.

25   23. The method of claim 19 further comprising:

         performing at least one of cutting, cropping, adjusting color and resizing the

magnifier image.

24. A system for providing a real time interactive environment, over the Internet, between

30   an agent of an online retailer and a client, comprising:

         means for creating images of a product of the online retailer, the images including

at least one of a panorama view image, a 3-D movie and a magnified image frame;

         means for providing a call center services for real time, bi-directional

communication between the agent and the client,

5   means for combining the product image with recorded voiceover, the voiceover further describing the product;

means for providing means by which the agent can push onto the client computer an alternative product, wherein the agent and the client view the alternative product simultaneously;

10   means for providing means for the retailer to receive client input; and

means for providing a web server for hosting the created image of the product of interest and hosting the call center.

25.   A system for providing a real time interactive environment, over the Internet,
15   between an agent and a client, comprising:

means for creating images of a product, the images including at least one of a panorama view image, a 3-D movie and a magnified image frame;

means for providing a call center services for real time, bi-directional communication between the agent and the client,

20   means for combining the product image with recorded voiceover, the voiceover further describing the product;

means for providing means by which the agent can push onto the client computer an alternative product, wherein the agent and the client view the alternative product simultaneously; and

25   means for providing means for receiving client input.

26.   A computer program product embodied in a computer readable medium for creating a panorama image comprising:

code means for obtaining digital photos from an image source;

code means for stitching digital photos to create a panorama image;

30   code means for compressing the panorama image;

code means for recording voiceover related to the panorama image; and

code means for associating the panorama image with a call center module, wherein the call center provides bi-directional, real time communication between an agent and a client viewing the panorama image.

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5   27. A computer program product embodied in a computer readable medium for creating
a 3-D movie comprising:

        code means for obtaining a plurality of digital photos from an image source;

        code means for combining the plurality of digital photos to create a 3-D movie;

        code means for compressing the 3-D movie;

10   code means for recording voiceover related to at least one frame of the 3-D
movie; and

        code means for associating the 3-D movie with a call center module, wherein the
call center provides bi-directional, real time communication between an agent and a client
viewing the 3-D movie.

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28.   A computer program product embodied in a computer readable medium for
creating a magnified view of an image frame comprising:

        code means for obtaining a digital photo from an image source corresponding to a
selected image frame;

20   code means for obtaining a user input defining a background image size and a
magnified image size;

        code means for creating a magnified image corresponding to the selected image
frame;

        code means for combining the selected image frame with recorded voiceover;

25   and

code means for associating the selected image with a call center module, wherein the call
center provides bi-directional, real time communication between an agent and a client
viewing the selected image frame.